

## THE ST. LOUIS REPUBLIC.

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FRIDAY, MAY 5, 1905.

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### Circulation During April.

W. H. Carr, Business Manager of The St. Louis Republic, being duly sworn, says that the actual number of full and complete copies of The Daily and Sunday Republic printed during the month of April, 1905, all in regular editions, was as per schedule below:

Date	Copies	Date	Copies
1	102,290	16 (Sunday)	102,730
2 (Sunday)	127,810	17	101,360
3	104,170	18	102,360
4	103,690	19	101,260
5	103,120	20	102,360
6	103,560	21	101,260
7	101,210	22	101,260
8	102,570	23	101,260
9 (Sunday)	127,510	24	101,260
10	101,260	25	101,260
11	101,720	26	101,260
12	101,450	27	101,260
13	101,670	28	101,260
14	101,170	29	102,360
15	102,710	30 (Sunday)	124,900

Total for the month.....\$218,650.

Less 40 copies spoiled in printing, left over or dead.....6,664

Net number distributed.....\$211,986.

Average daily distribution.....105,987.

And said W. H. Carr further says that the number of copies returned and reported unsold during the month of April was 12,42 per cent.

W. H. CARR,  
Sworn to and subscribed before me this 1st day of May.  
J. F. FARISH,  
My term expires April 28, 1906.

### DANGERS OF BEING AN ORGAN.

There is no way of telling whether the morning organ considers itself responsible or just wandering aimlessly through issues of the day. At any rate, it is sure to time its performances to suit gamblers, smokers and neophytes.

"It is well known," says the organ, in considering a few items of the general appropriation bill, "that the most urgent need of St. Louis is extensive improvement in its eleemosynary institutions. The indigent and insane are crowded together in quarters that are in poor condition and far too small. All that the House does for alterations and repairs out of the \$8,000,000 appropriated is \$8,000."

Continuing, the organ charges that the annual appropriations for rebuilding the City Hospital have been too small. And it regrets that St. Louis, at present a city of 700,000 people, does not maintain a police force at a standard six years behind the period.

In the first place, attention should be directed to the city's ignorance of affairs at the Poorhouse. If it will study the appropriations of last year and the year before, or if it will send a representative to the Poorhouse, it will see that large additions have been erected. In the second place, it will upon investigation see that the new City Hospital is technically completed. It will discover that the appropriations for construction have been all that they could be out of the normal revenue.

The organ has, in fact, been one of the worst enemies to progress and improvement in St. Louis. It seems to be incapable of understanding that St. Louis is no longer a town, but a thriving and growing city; incapable of getting into sympathy with a lively public spirit. It seems also to be unable to comprehend questions relating to public affairs, or to set aside the narrowest kind of partisanship and gang control.

Whenever the municipality and representative associations have submitted propositions for new public buildings and general improvements, the organ has baulked. Whenever public opinion has been favorable to municipal investments, the organ has run wild. Whenever men of affairs have demonstrated that the appropriations must be larger, and the requirements are increased, the male-organ has listened to the old reservation.

Complaining will not better St. Louis, nor ever public buildings. If the globe is dissatisfied with St. Louis, why does it not offer some practicable suggestion of the proper sort? The globe may inform the city what is needed; and having said this, it is invited to say how the money will be secured.

### ORATORY AND SPELLBINDING.

England is concerning itself somewhat about the qualities which are necessary for effective public speaking. What constitutes a good speaker?

This is a matter of but small importance in the United States, for the country is too big for the most resonant voice. Here the speeches of public men are delivered upon the linotype machine and cylinder press and are circulated through the newspapers.

The voice which is heard by a few thousand or a few hundred persons is weaker than the noiseless echo which conveys the speaker's thoughts to the attentive millions who have to depend upon the daily journals for all kinds of information. Without the press a Demosthenes would to-day be worth in the United States what he could earn through a contract with a lecture bureau.

But the qualities which are desirable in a public speaker are, nevertheless, always of some interest. The human voice is the most effective and most tractable of sound instruments, and it has the same influence which it ever has had in affecting the emotions or leading and controlling thought. Personal magnetism is an animal-style which continues to be winsome and impressive. The spell of oratory

remains a strong attraction, like star-gazing and love-making.

He, however, would be a marvelously true interpreter of human nature who could define the elements of effective public speaking. The qualities considered essential in a good speaker are a clear brain, education, experience in life, a good voice, commanding personal appearance, culture, ease, force and an understanding of human impulses. Yet a speaker might have all these qualifications and still not be an effective orator.

Sincerity, or the semblance of sincerity, is often to more purpose than all the essential qualifications combined. Auditors are impelled to listen intently and to believe when convinced that the speaker is expressing heart-felt opinions. And it is still possible that a speaker who united sincerity with all the theoretical essentials would not be popular or effective.

There really is no standard for determining what constitutes effective public speaking. A poor speaker may be effective, or a good orator ineffective; the former may convince, while the latter makes no impression.

It would be beneficial were more attention given in this country to the cultivation of the voice. Foreigners declare that the American has no regard whatever for vocal expression, and that the lack of voice training is manifested not only in public speaking but in conversation. If this be so, the ordinary technical training for effective public speaking is worthy of consideration.

### WARD RULE AND FRANCHISES.

New York's endeavor to transfer the power of franchise-granting from the Board of Aldermen to the Board of Estimate and Apportionment brings to question the old problem of ward representation.

The Board of Aldermen corresponds to the House of Delegates in St. Louis; the Board of Estimate and Apportionment corresponds, to an extent, to the City Council, together with the Mayor and the Comptroller.

The City Council is elected at large, like the Mayor and the Comptroller. Five members of the Board of Estimate represent the boroughs of Greater New York; the other members—the Mayor and the Comptroller and the President—are elected at large. Were the St. Louis City Council of thirteen members to act in conjunction with the Mayor and the Comptroller it would be practically the same as the Board of Estimate, when the latter should exercise certain legislative functions.

While our Charter does not require co-operation, the Council, the Mayor and the Comptroller do work in harmony. It has been seen that corruption has existed in the Council or that the Council has been dominated by a combine.

By the New York arrangement ward representation would have no authority in the conferring of franchises. This work would devolve upon the Board of Estimate, which, that far, would exercise legislative functions.

The desire of St. Louis, and most cities, is to dispense altogether with ward representation. If St. Louis has difficulty in asserting even ordinary control over a House representing twenty-eight wards, New York must find it impossible to elect a trustworthy majority in a Board of Aldermen consisting of seventy-three members. Ward representation offers too many opportunities and facilities for misgovernment and corruption.

St. Louis may not be in a position to tender any helpful suggestions to New York. But, were it so disposed, it would endorse a plan similar to that submitted by Comptroller Grout. All local attempts at reform have been directed at the abolition of the House of Delegates, the emasculation of ward representation and ward influence, and the creation of one legislative body, elected at large. The purpose is, presumably, to terminate ward influence, and to simplify and strengthen the municipal organism.

### OUR COMING TRADE IN CHINA.

Diplomats, consular agents, travelers and essayists are furnishing statistics and facts to show how stupendous are the possibilities of trade with an awakened China. They explain that the United States should naturally get one-third of this huge commerce—say \$600,000,000 a year at the start.

Trade does not always follow the flag, or the best goods or friendliness with the other Government, or a big subsidy or even a ship canal.

In the first place, attention should be directed to the globe's ignorance of affairs at the Poorhouse. If it will study the appropriations of last year and the year before, or if it will send a representative to the Poorhouse, it will see that large additions have been erected. In the second place, it will upon investigation see that the new City Hospital is technically completed. It will discover that the appropriations for construction have been all that they could be out of the normal revenue.

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Spanish America furnishes a lesson to the United States. By one of the freaks of history it has happened that north of the Rio Grande this continent is inhabited and dominated by a group of European races most widely different from the group in possession of the southern part. Speaking typically of the Spaniard—our sort of American—he is careless of punctilio, free in manner, confident and aggressive in bearing, quick in action, ready to seize any chance which seems to be an improvement, fond of short cuts and impatient of unnecessary lenguor. The Spanish-American is the antithesis. Propriety and convention are almost sacred. Change is regarded with suspicion. The elaborations of the language of intercourse have the force of religion. Haste is indecent. Brusqueness is unpardonable. The Northern American has never adjusted his ways to the whirling of South American trade. We can buy in Spanish America; and if we did not there would not be much business in those countries. But we cannot sell readily. We are not popular even in Mexico, and south of Mexico we are the most unpopular of all races.

What would we do in China? Even more than the Spaniard the Chinese are wedded to their habits and traditions. Their glance is always backward to the established thing. There is no hunger after the new. There is no admiration of the fads upon which we most pride ourselves in America. The American manner is even more offensive in China than in Spanish America. We shall never sell a large proportion of goods in China unless the goods themselves and the manner of packing and selling are in consonance with Chinese habits. If we have not learned to do business in South America, how long will it take us to learn in the Orient?

Buy for yourself. You are not out of the American spirit. You are not even standing still. You are going backward. If you do not look out the rest of America will leave you far behind.

Set yourself to-day—this morning.

and deal at home, where one hundred people buy more and consume more than ten thousand people in China.

Perhaps Americans think that China is going to wake up and dash into modern progress as soon as Japan whips Russia and the terms of peace are settled with a few "open doors."

It is worth while to reflect that in the past 5,000 years the Chinese have bumped against not a few civilizations and have gone right along with them. Japan whips Russia and the terms of peace are settled with a few "open doors."

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Our only chance to dominate trade in the Orient is to imitate the German system of special training. We have excellent consular representatives in many places, but all their reports and advisings will be waste paper unless the men who try to trade in the Orient know their business. We can learn to trade with races totally different from ourselves in ideals and habits; but not on the basis of forcing them to adopt our methods. It is pretty much time and money wasted to attempt trade by means of proselytizing. We ourselves buy only what we want. What, then, are we to expect of people who worship the past and dread the untried? We cannot for centuries train the Chinese to love American ways. As the matter now appears, precious few of these men will be Americans.

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